El Excéntrico

Magazin Social, Fotográfico Latino-Americano

HUMBERTO GARCIA
Director

AÑO 8avo. NUMERO 12 | FEBRERO 20, 1958 | SAN JOSE, CALIFORNIA



Jayne Mansfield and Paul Anderson Worlds Strongest Man



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CY 7-1895 32 S. Market St.

EXTRACTOS de *La Voz de Mi Parroquia*

A GENTLE HINT.-Wife: "But, dear, in this photograph you haven't a single button on your coat".

Husband: "So, you've noti ced it at last! That's why I had the photograph taken".

BOTH WEAKLINGS.-

Little Oscar: "Daddy, I just killed five flies! Two were ladies and theee were gentlemen!

Daddy: "Now, Oscar, how on earth can you know that?"

Oscar: "Easy, daddy. Two of them were on the mirror, and three were buzzing around the beer bottle".

A BOOMERANG.-A young girl went to confes sion and confessed that she feared she had incurred in the sin of vanity.

"What makes you think of that?" asked her the priest.

"Because every morning when I look into the mirror I think how beautiful I am".

"Never fear, my girl--was the reply. That isn't a sin; it is only a mistake!"

HIJOS INGRATOS.- Dice un proverbio chino.

"Un padre alimenta mas facilmente a dies hijos que estos a un padre!

EL MAS HERMOSO DIA.- Preguntaron a un joven obrero cual habia sido el mas hermoso dia de su vida.

"Fue,-respondio-aquel en que pude ga nar bastante para asistir a mis padres ancianos."

BUENA RESPUESTA.- Una señora se quejaba al Padrecito de que la Misa del Dom ingo era demasiado larga. A lo cual el Padrecito contesto:" Señora, no es que la Misa sea demasiado larga, sino que la devocion de Ud. es demasiado corta".

La Selección Más Grande en todo San Jose!

« Ropa para Bautismo ‡ Juguetes « Trajecitos
Ropa para Infantes y Chamaquitos

Esta Tienda es UNA VERDADERA MARAVILLA para las personas que andan preparándose para BAUTIZAR pues aquí encontraran la variación más completa en todo San José en ROPITA para INFANTES y BABIES.

VESTIDITOS - TRAJECITOS - BOGUES - AJUARES
JUGUETES - IMPERMEABLES Etc. Etc.

HARRY LASNICK, PROP.

PRECIOS BAJOS

CHARGE PLAN

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The Fallacy of Feelings . .

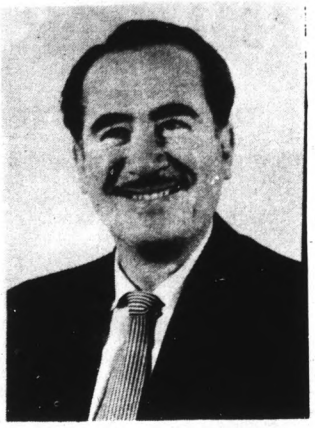
ONCE UPON A TIME there was a Man who dealt in the selling and purchasing of USED Automobiles and not having been fortunate enough to finish school, was faced at an early age with the problem of earning his keep, starting to work around USED CAR LOTS polishing and displaying the Automobiles under his care to the best of his ability, working very diligently and determined to make good at his job.

A few years went by when his employer decided that perhaps he could be taught to sell, again done the same, serviced his clients giving them the best possible deal, thus becoming more valuable and successful.

Having saved some money, decided to get married and try his luck by opening a USED CAR LOT on his own, following his former employer system of Display and ADVERTISEMENT letting people know where he was located, offering a GOOD BUY all the time and explaining what he could do for them and so forth...

His business prospered and was able to afford a college education for his son, who was an executive with the firm following his dad's footsteps. One morning spoke to his father and said: DAD: things are rough, we have to economize, let's cut out all surplus and unnecessary expense starting with ADVERTISING, that In my estimation Is just throwing money out the window, every one knows we are here, we have been here for years, we have enough customers etc.....

Credit is acknowledged to MONTES AUTO SALES for submitting the essence of this story.



Humberto Garcia

The firm coasted for a while on it's own and past merit but business started to decrease, down, down and down until they had to close doors.

That night the CAR DEALER says to his wife: That Son of ours sure is SMART he saved us money by not ADVERTISING he knew and proved to us that business is BAD.

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Y Su Orquesta

El Excentrico
Magazin Social, Fotográfico Latino Americano

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HUMBERTO GARCIA
Director

VIOLA MONTOYA
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Impresion

LEITER STUDIO-Fotografia
Mac Hernandez

Club Del Mar
Club Riviera
Club Venus
Esther Medina
Johnny Hernández
Lic. Manny Gómez
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Esta Revista no se hace responsable de ideas u opiniones expresadas en artículos firmados

Dizzy Reporters

Rack poor Brains . . .

From LINCOLN'S High School
LION TALES weekly paper.

Tap-tap-tap-ding-B a n g! Tap-tap-tap-ding-Bang! Scribble-scribble-scribble. What you have just read was the clatter of the jour nalism staff slaving away at trying to put out a bond issue of the paper.

Enrollemnt...education...improvements.... IMPROVEMENTS....cafetorium.... seven thou sand, million, Trillion, BILLION...Stop, Stop, Stop!!! This is a paper? Well, it is! Youthe readers see the finished product. We the staff see the mess that goes into it. This is a sam ple of the mess.

Once you've read this you'll love the rest of the paper and appreciate all the trouble that goes into the issue.

Excuse me I've got to get busy. Clatter-bang bang. I'm going under for the last time. Good-Bye Cruel-blub-world-BLUB-BLUB.

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian



Club del Mar HI-LITES

Jennie Talavera

Hello everyone, this is your club reporter once again with news from Del Mar.

San Jose State Graduation Party: Mr. and Mrs. Porfirio Martinez gave their daughter Alice, a graduation party on Saturday, Feb. 1. Members of Club Del Mar were present. Music was provided by Edgar Rosales at the popular Oakland. Everyone danced late into the night and enjoyed every minute of it. Good luck to you, Alice, now and in the future.

Valentine's Party: Friday, Feb. 14, our club held its annual Valentine's party at the home of Mr. and Mrs. Vasquez on Charles Street, - those wo attended were Rosalie and Connie Pulido, Gus Sandoval, Irene Perez, and Mary and Carmen Michel, Frank Garcia, Augie Lira Ernesto Martinez, Eddie Torres, Benny Romero, Peter Cortez, Frank Rivera, Oscar Vasguez. Our guests were as follows: Toby Alvarado, Esther Medina and Gil Solares, Marty Sanchez, Ruth Mendoza, Carlotta Garza and last but not least Tony Martinez. Games were played and the music was provided by our one and only Frank Garcia and His Hi-Fi record player. Everyone enjoyed himself.

Zanzaree Party: Club Zanzaree celebrated Valentine's Day on Saturday, Feb. 15, with a big happy party. Our members attended and enjoyed it very much--thank you for the invitation.

Club Cuauthemoc: Seems all the clubs went all-out for Valentine's day. Also celebrating this occasion was Club Cuauthemoc at a party given at the home of their well-known club member, Joe Lomas, members of our club attended and enjoyed themselves--- we also want to thank them for their kind invitation.

Wedding Bells: Congradulations out to the popular couple Ofelia Hernandez & Pas Lozano. who became Mr. and Mrs. on Saturday-, Feb. 15. The reception was held at the Mary Ann Gardens, good luck to you, Ofelia and Paz in the future.

Food Drive: Don't forget to attend the annual Food Drive, either Saturday Feb 22 at the Liberty Theatre at 9:00 a.m. or Sunday Feb 22 from 2:00 to 6:00 p.m. at the I E S hall. Rodriguez and Caudillo Orchesta's will play. Be sure to be there.

Bowling Fans: Seems two of our very active members have been bitten by the bowling bug. They are Irene Perez and her cousin, Gloria Maldonado. Why they'll even give up an evening of dancing for a night of bowling, I say this must be bad.

Until next time,
JENNY

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JULIAN PEREZ, L.P.T.



LETTERS TO THE EDITOR:
EL EXCENTRICO
Humberto Garcia.

We, of Club LOS COMPADRES, would like to extend our appreciation to all our friends who attended Los Compadres FOOD DRIVE Dance for your cooperation in making this project a complete success. Also to Radio Station KLOK, Dick Ryan and Lalo Caballero, Humberto Garcia Editor of EL EXCENTRICO and columnists Gloria Porras, Dolores Coca and Marty Sanchez.

Especially to all the merchants who permited us to leave posters and handbills in their establishments, It is thru the efforts of all you people that food is now being distributed. IF ANYONE NEEDS HELP, please give name of person or family to Lalo Caballero by calling CY 3-6700 at 48 POST ST. San Jose, Calif.
President BILL TOWNSEND.

Bill Townsend, President Paul Belluomini, Sec.
Ray Rivera, Treasurer Rudy Belluomini, Com. Chairman

FINANCIAL REPORT Dance S.E.S. Hall, Santa Clara.
Sunday Afternoon, February 9, 1958.

Rental of Hall	$45.00	
Orchestra	98.00	
Special Police	13.75	
Alcoholic Beverage control	5.50	
Soda Water	5.58	
Film and Flash Bulbs	2.52	
Printed Tickets	3.75	
Payment of Taxes	2.20	
State Board of Equalization	8.49	
Dance Permit	1.00	
Beer (Cost)	65.56	
Advertisement, Posters. H.B.	53.50	
	$302.85	$302.85
INCOME: Beer $198.00 Sodas $14.40		
Door Donations $71.14	TOTAL..	$283.54
	LOSS....	$21.22



Sam Arrazate

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La Voz del Pueblo...
Tribuna Libre

SRA. MARIA DE LA LUZ SANCHEZ
EL EXCENTRICO. San Jose, Calif.

Distinguida Amiga: SU PAGINA LITERARIA
EXCENTRICO Feb. 5, 58

He leido con sumo interes su respuesta a la pregunta que le hiciera el Sr. Alfonso Ampudia.

Perdone mi insolencia, pero si yo fuera Ud. me habria propuesto ganarme al Sr. Ampudia como lector de mi interesante cronica literaria y habria formado mi escrito mas o menos en la siguiente forma:

Sintetizo como sigue las razones que me asisten para continuar escribiendo esta pagina literaria en El EXCENTRICO:

La literatura es de suma importancia en el desenvolvimiento intelectual y como medio de elevacion moral y filosofica de un pueblo. LA GRANDEZA de un PUEBLO mas se MIDE por su LITERATURA que por sus HECHOS dice Baltazar Gracia: (Aqui habria dado una brevisima biografia de Baltazar)

Cuando vine a San Jose, me di cuenta de las deficiencias tanto en el Castellano hablado como escrito de nuestras gentes. Me hice el proposito de ayudar con mis escasos conocimientos al remedio de esta situacion. Me parece que no hay delito alguno en tratar de dar a conocer al numeroso publico que lee EL EXCENTRICO algunos de los escritores de habla Castellana que han dado brillo al idioma y han ayudado a la causa de la civilizacion.

Por las numerosas cartas de aliento que he recibido se que en San Jose abunda un elemento deseoso de elevarse espiritualmente. Mis humildes deseos son de que cada uno de los lectores de esta pagina saque lo que le conviene en la esperanza de que al final habra avanzado su cultura, la de sus hijos y conocidos para que nuestra raza sea mas apreciada en esta simpatiquisima ciudad.

Si puedo ganar poco a poco los oidos de los que hoy dia no me quieren oir y si al final de la jornada puedo contar con mas lectores que al empezar, estare feliz pues ello indicaria que mi labor habia sido muy fecunda.

Con una carta mas o menos como la que propongo mas arriba Ud. se habria ganado la buena voluntad del Sr. Ampudia y acaso se lo hubiera ganado como lector. Recuerde el aforismo: MAS MOSCAS se cazan con MIEL que con el MATA MOSCAS.

A Sus Ordenes,
ERNESTO MONTIEL.



PAT ROBLES

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11th ANNUAL UNITED FOOD DRIVE



Phil Hernandez

WHY SHOULD WE HELP: Most of us have had it rough sometime in our lives. Whether you realize it or not, there are very many families with no way of getting funds for clothing and food. This year has been the worst for un-employment since 1949. It is up to us as a community to give as much aid for our fellow people as possible. Think back a few years...Remember how rough it was for your family? Yes...it was 15 years ago.. or it was ten for some..was it five years ago???May-be it was last year or the year before. Jobs are plentiful during the fruit season but what happens when old clingy cling cold & rainy Mr. Winter comes along??? The fruits are gone; what then?? Oh sure....apply for un-employment insurance...But if you are from out of state you are not eligable.....

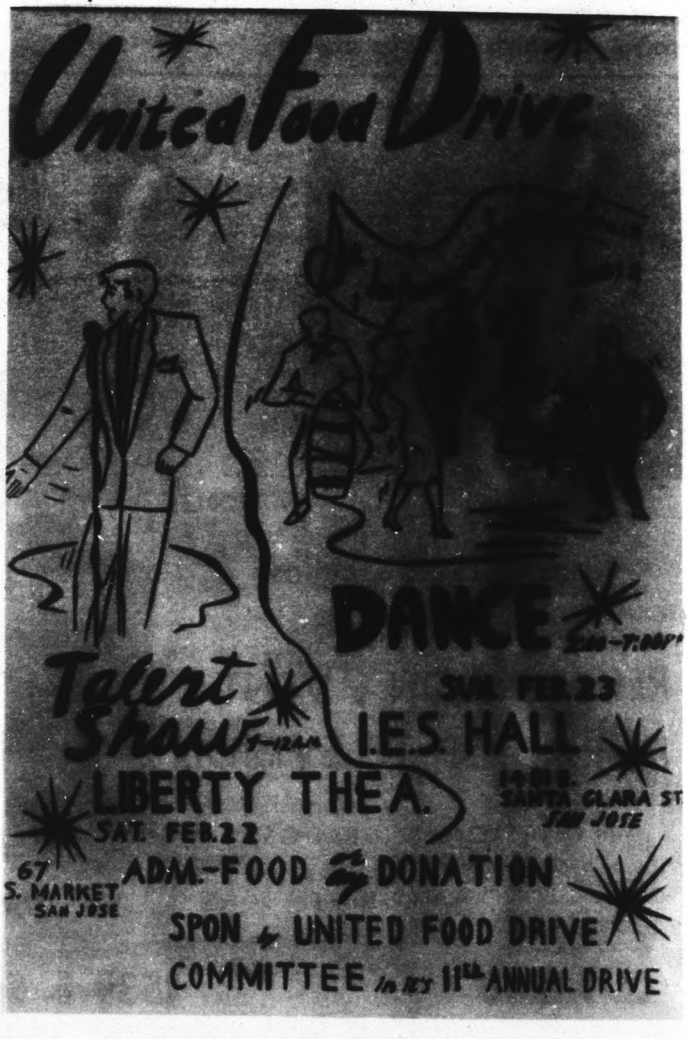
Here is a little story of Carlos and his family..... Carlos lives in a state where money is very hard to earn and wages are very low. The reason they are low is because of the Mexican Border being so close. There are many 'Bracerros' and Alambres' that will work for very low wages. With this situation, what can Carlos do?

Carlos hears, in town, that there is a county in California with many canneries as well as field work for his wife and children. Not only is there plenty of work, but the wages are very good. Sold on the idea, Carlos gathers his few belongings and what little money he saved and sets out for this Santa Clara County.

Arriving, After a long tiresome trip, in his beat up old car, he find a ranch where there is plenty of fruit to be picked and a small cannery close by. He is given a shabby little cabin for his family to stay in. From then on things are very good. Carlos is so impressed by this Santa Clara weather and high wages that he decided that he is not going back to his home town. Why should he? Jobs are plentiful, the weather cold and rainy every so often, but it is nothing compared to the hot, dry summer and extreme cold winter that he has back home, Carlos decides to stay so he does.

Everything is fine, the children go to school and Carlos goes to work..Winter comes..Now is when the big blow comes, Boom!!No More work!!! All of the canneries are closed down! What shall he do? Carlos didn't realize that fruit work is only seasonal and he will be unemployed during the winter. His money has run out now, so he gets an odd job now and then but his darling kids don't eat now and then---they eat three times a day. Carlos is really in a rut now, Everything seems hopeless!Pepino, Carlos's friend, advises him to go to the Welfare Department. Carlos goes, but because of being from out of state, they cannot help him. All Carlos needs is enough to get him through to next spring. Then he can always find some kind of a job. Pepino remembers of the annual United Food Drive, So he gives Carlos' name to one of the clubs in this drive. Carlos' name was on a large list -Pepino worried that there would not be enough food or money to give to Carlos..Pepino later found that the list of names of needy families was compared with the list the Welfare has. Many people have problems like Carlos and have been put on the Welfare or on the United Food Drive List.

Late one evening after a hard day of trying to find a job, Carlos came home to find his family at the door waiting for him as usual-But this time, instead of hungry sad face, they are all smiles from ear to ear. As Carlos sits down at the empty table, he notices that it is no longer empty, As a matter of fact it is cluttered with all kinds of food, in a corner he sees a sack of beans and next to it a sack of flour. Very grateful Carlos thinks of how now his family won't go hungry anymore. Sure, the food will be eaten but by then spring will be here and he can always get a job then. Now Carlos has many friends. These friends are all the members of the Clubs and Organizations that have successfully given another food drive.



Cambio de Dirección

DR. JUAN DE HERAS, D.C.

872 The Alameda CY 5-5390

San Jose, Cal.

LUNES - MIERCOLES - VIERNES 10:00 A.M. a 7:00 P.M.
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DIA - o - NOCHE

From LINCOLN'S High School LION TALES weekly paper.





Dear Valentine ?

say it isn't so!

Dear Valentine,

It seems like only yesterday that I met you, unfortunately I have known you far longer.

Even though you may be a "before" for Mabelline eyebrow pencil advertisements, I like you anyway!

So a few of your teeth are missing, ah 'tis only a mere flaw that makes me abhore you more . . .

Your ears may be too big, and your hair unwashed, your eyebrows dandruff infested, your legs briar patched, and purple. Ah but tis a brief uncouth habit that I eventually adhear to . . . Aberdine . . . I love you! (Why not, you're the only girl who could stand me!)

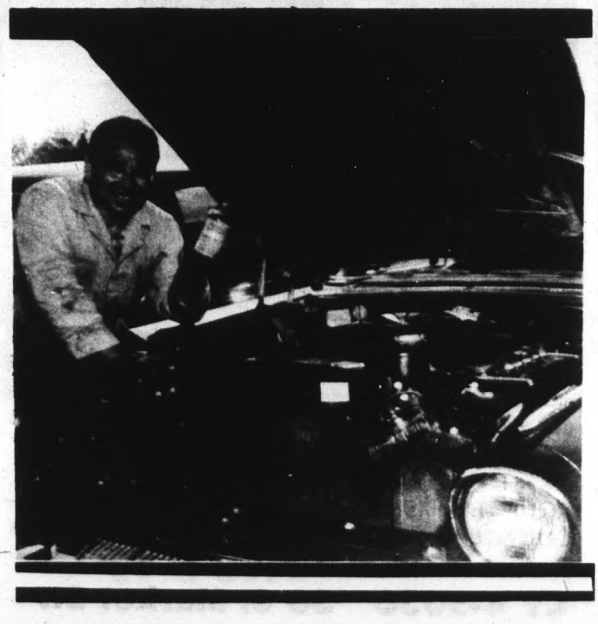
Dear Valentine,

Oh Homer, a few months ago, you were a scrawny mess, but after the Bouncing Biceps Body Building course you . . . you . . . YOU ARE STILL A SCRAWNY MESS!

So your nose is displaced, your eyes red and crossed, your lips caked and parched . . . Homer, I still love you!

Thank you for the delightful valentine you sent me, it was very nice although covered with Oatmeal.

We are fools to make each other jealous the way we do, my dog means nothing to me, honestly . . . I was only trying to make you mad . . . my skinny valentine! Happy Valentine's Day, lover!



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OVERHAUL de MOTORES - TRANSMISION - LUCES FRENOS, VALVULAS en una palabra TODO.

Joe Chabiel

CY 7-1661 300 S. 24th St.

It's True



Marty Sanchez

Once more we go off to another whirlwind of news. Pre-lenten parties by the most prominent social clubs commenced on Valentine's day, February 14, when Club Del Mar held their annual party at the home of Oscar Vasquez and was climaxed the next day with a party Club Zanzaree held at the home of Mary & Josie Melchor. Outstanding note of del mar party was the exchanging of Valentine's plus games and dancing Saw Toby Alvarado sharing his dances equally with all the gals, and I might add he & Magdalena Martinez are 'Just Good Friends' ----President Benny Romero escorted Esther Cabello, a zanzaree 'Doll. Saw and heard Ernesto Martinez having himself a ball by giving all the gals at the Del Mar and Zanzaree parties some of those mushy lines!!!!Others attending were Helen Flores, Esther Medina & Gil Solarez, Henry Ramirez, Phil Hernandez, Hermelinda Garcia, Cleo Cortez, & Club Cuauhtemoc.

Zanzaree Valentine's party was attended by local outstanding clubs and people such as Del Mar, San Joaquin Valley AlStars, Riviera-as always Eddie Bojorquez-asking for directions, Frank Villegas wanting to take some of Zanzaree's delicious sandwiches home for work the next day---By the way Frank, you're letting your friendly personality slip!!! Saw Joe Lomas standing at the door--Joe confided -he would like to meet all the Zanzaree gals. Eleanor Solarez & Larry Cortez would't budge away from the table & I can guess why, with all the food on it. (No wonder on one edge of the table cloth it showed tooth marks where it had been chewed off!!!!!) These were two real successful parties except for the rudeness of a few certain gals who weren't invited and make a habit of crashing parties. -These obnoxious, discernible girls who have such distasteful table manners should stay at home & read up on etiquicy then be seen in public--mind you nothing personal but it wasn't in very good taste appearing at a Zanzaree party. Was certainly nice to have with us Mr. & Mrs Al Minjares, Mr. & Mrs Jim Carranzo, Mr, &Mrs. Carlos Guerrero who all are ex-Del Mar & Zanzaree members.

Thunderettes, Irene Felix, Connie Cisneros, & Rory Cortez are now a bowling team and recently won over the Brunettes at Jose Bowl. These bowling enthusiates seem to have a different hobby each year '57' it was dancing, now bowling, what next girls.

Hurt the most tender feelings of Tony Martinez when I mentioned he & Connie Pulido would exchange vows in March, No definite date YET -Seems like someone is on the burnt end!!!



In this photo appears Miss Luigi Duarte & Her Fiancee Joe Monares, employed at O'Conners hospital Luigi will wed -Joe-in Berkely, Calif. this coming June.

Los Volantes can't seem to be without each ether, so they have meetings every Sunday, - They are enthusiatically planning a car show and a beauty contest which will be held in May.

Please Dear Readers Don't Forget the Food Drive, the 22nd at the Liberty Theatre and the 23 at the I E S!!!

ADVERTISING SERVICE

El Excentrico

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A La Rosa, Prop.

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Plymouth 6	De Soto 6
Willys 4	Ford 49-51
Dodge 6	Pontiac 6
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Gratis! Mientras que su carro se encuentre en nuestro taller de composturas, le facilitamos otro para que Ud. tenga medio de transporte.

CY 3-3663

564 W. San Carlos St.

Wrestling REPORTS



Richard Diaz

HI WRESTLING FANS:

I guess that we all have had our first look at the sensational PAUL ANDERSON, the strongest man in the world. Paul Anderson can handle SKEY HI LEE and CLYDE STEEVES WITHOUT much trouble. When he teamed up with the Pacific Coast Champion, RAMON TORRES, in a four-man tag team. Ramon and Anderson won with two straight falls. Wed. night Feb. 12, 1958 at the San Jose CIVIC AUDITORIUM ramon got the first over Clyde Steeves with a series of drop kicks followed by a body press in 19 minutes.

PAUL ANDERSON took the second fall over Clyde Steeves for a second fall in 11 minutes with a series of body slams and body presses.

SEMI WIND-up

LEO NORNELLINI took the semi wind-up from George Pinchoff in 17 minutes and 15 seconds with a flying tackle and a body press. PINCHOFF was unable to come out for the second fall.

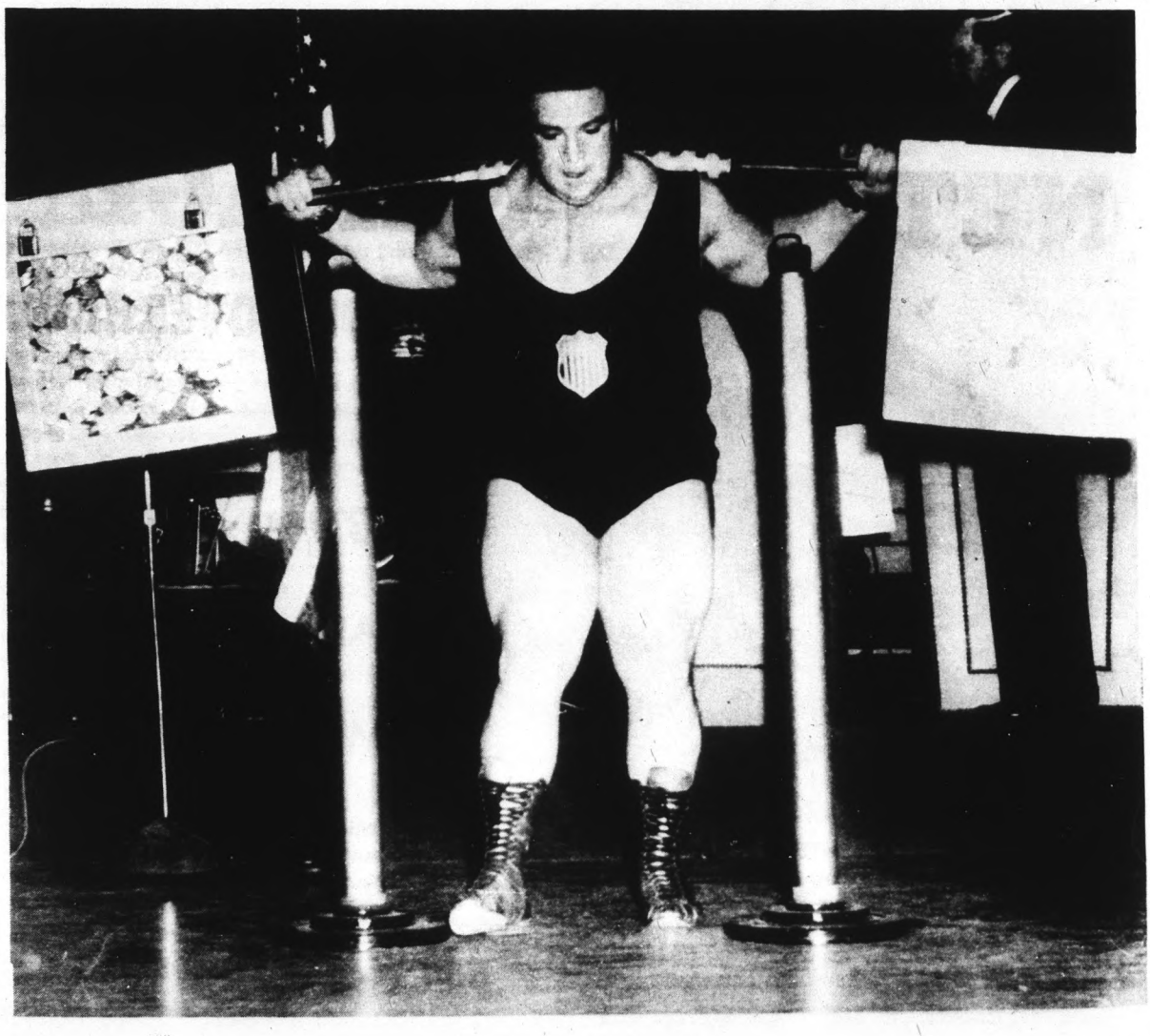
CYCLONE AMAYA and ILIO DE PAOLO drew in the 20 minute opener. Time limit ran out before eitherof them could get a fall.

☆☆☆

In our cover appears PAUL ANDERSON and lovely JAYNE MANSFIELD comparing size and proportion of leg.

PAUL ANDERSON is the strongest man in the world Olympic games champion in the $15.000 challenge never before has there been a challenge like this. Paul lifted $15.000 silver dollars during his act. If any of the members of the audience could have duplicated the act of picking this up, they would have received the $15.000'.

Paul Anderson will be on the wrestling card, Wed. February 26, and will also have a 20 minute exhibition of WEIGHT LIFTING in the San Jose Civic Auditorium.



Club 13

NOMBRA NUEVA MESA DIRECTIVA

En animada junta se nombro la nueva mesa directiva del "CLUB 13", que regira durante el año de 1958.

La directiva saliente formada por los señores Alberto Ocampo, Presidente, Martin Gutierrez, Tesorero, y Rafael de la Rosa, Secretario, hicieron entrega de sus puestos a los señores Daniel G. Saldaña, Presidente, Fidel A. Gallegos, Tesorero, y Frank Rivas, Secretario. Tan pronto como los nuevos directivos protestaron sus cargos, procedieron a nombrar las comisiones de Auditoria y festejos, quedando nombrados los señores; Alberto Ocampo y Jesus Padilla, como Auditores; los señores Rafael de la Rosa y Hermilo Gloria, la comision de festejos.

En el mes de enero pasado se llevo a cabo la fiesta reglamentaria del Club, la que estuvo a cargo del Sr. Fidel A. Gallegos y su esposa la Señora Maria O. de Gallegos; dicha fiesta resulto muy animada, se presentaron graciosos numeros de baile y se declamaron algunas poesias que agradaron mucho a los asistentes.

Durante toda la fiesta reino un ambiente de sana alegria y franco entusiasmo, se sirvio un elegante ambigu y la cantina estuvo surtida con magnificas bebidas; tanto el Sr. Gallegos como su gentil esposa fueron aplaudidos y felicitados por todas las personas que asistieron a la fiesta.

Con motivo del Carnaval que se celebra en el mes de Febrero, los socios del Club ya estan haciendo los preparativos para el baile de disfraces que tendra verificativo en el Salon Y. L. I. en la calle de Lafayette en Santa Clara el 22 de Febrero, al efecto ya estan enviandose las invitaciones a los socios y sus amistades; esta fiesta estara a cargo del Sr. Daniel Saldaña y su esposa la Sra. Ma. del Carmen A. de Saldaña, esperandose que resulte muy lucida y animada, todos los concurrentes iran disfrazados y resan las invitaciones que habra un premio para el mejor disfraz.

Nuestro cronista de sociales ya ha recibido su invitacion y se propone asistir para divertirse y dar a nuestros lectores la cronica de la fiesta en su proximo numero.

Ideal BARBER SHOP



Abierto Lunes, Viernes y Sábado
8:30 a.m. a 7:00p.m.
Martes, Miércoles y Jueves
8:30 a.m. a 6:00p.m.

CORTE DE PELO
Adultos.....$1.50
NIÑOS.....$1.25

Sebastián Hernández. Prop.

CY 5-2688 70 W. St John St.

La Superior BAKERY

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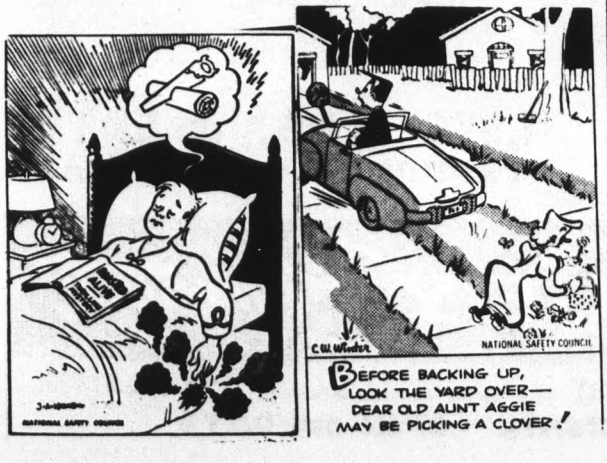
Para que SUFRIR cuando
Ahora Ud. puede tomar

DAMALIN

PARA EL ALIVIO de Dolores causados por

ARTRITIS y REUMATISMO

PRUEBE estas TABLETAS y se CONVENZERA.
Las Puede Obtener en su BOTICA FAVORITA.



Catholic SUPPLY STORE

ARTICULOS RELIGIOSOS

ESTATUAS de la Virgen de GUADALUPE
Medallas de Todos los Santos
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CUADROS RELIGIOSOS



Mrs. Lee B. Young

CY 5 - 1317 36 W. San Fernando St.

Proxima Conferencia Anual del C.S.O.

El COMMUNITY SERVICE ORGANIZATION del del Condado de Santa Clara:

Tiene el gusto de INVITAR a todos y cada UNO de USTEDES a que atiendan y PARTICIPEN en la

CONVENCION ANUAL

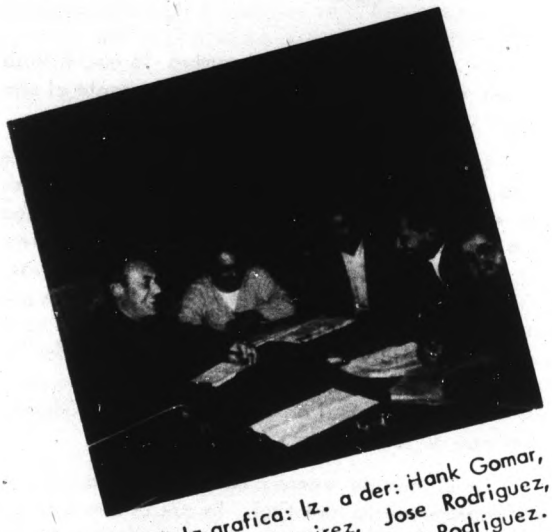
Que tendra lugar el Proximo mes de Marzo durante los dias 21, 22, 23.

En el elegante HOTEL ST, CLAIRE

Durante estos dias habra varias personas que discutiran ASUNTOS de INTERES para toda la gente de HABLA HISPANA asi como negocios de interes para las gentes de minoria.

Asistira para dar la INVOCACION el Reverendo Padre DONALD McDONNEL, asi como el ampliamente conocido SR. EDWARD ROYBAL y varias otras personas de importancia en el Estado de California.

Durante la noche del SABADO 22 de MARZO se celebrara un Gran BAILE y BANQUETE para lo cual esta todo mundo INVITADO. Para obtener Boletos y mayores informes comuniquese con el Sr. JOSE RODRIGUEZ (Jefe del Comite de la Convencion) al Telefono: CYpress 4-3297.



En la grafica: Iz. a der: Hank Gomar, Mauricio Ramirez, Jose Rodriguez, Luis Zarate y Sra. Frances Rodriguez.



Pregunte Ud. por FRANK VILLEGAS, quien con todo gusto le demostrara las muchas VENTAJAS y adelantos Del PLYMOUTH 1958

PLAZA CLUB

$1,895 NADA de ENTRE CARROS y CAMIONETAS

GRAN SURTIDO de CARROS USADOS Precios Bajisimos !

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PRODUCTOS MEXICANOS

Gratis JUEGO de LOZA

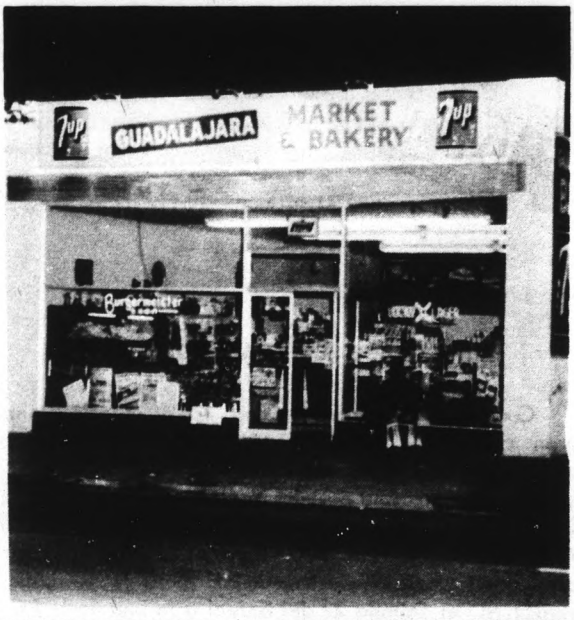
Valor de $50.00

Obtenga este primoroso JUEGO de LOZA (63 piezas) ABSOLUTAMENTE GRATIS guardando los BONOS que se regalan con todas sus compras.

Antojitos

Cuando Ud. necesite o guste de algun ANTOJITO MEXICANO dirijase a la GUADALAJARA que con toda seguridad lo encontrara, Como igualmente todo lo necesario para hacer TAMALES, ENCHILADAS, etc.

CL 1 - 2120 1661 E. SANTA CLARA





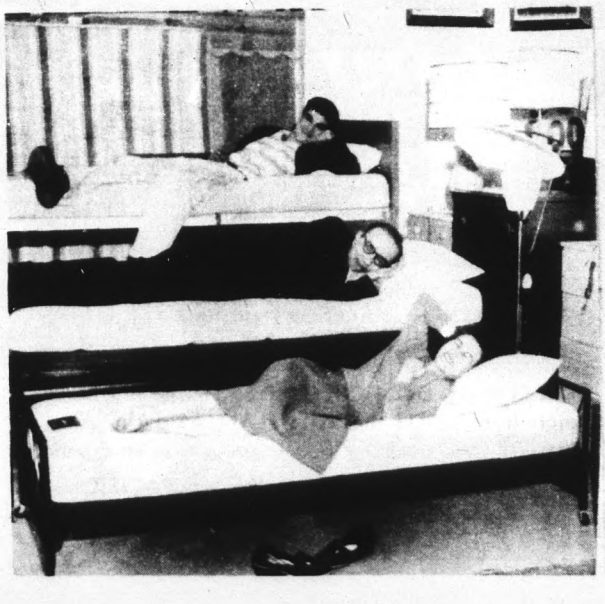
Soledad Sepulveda

Cumpleaños

Una de nuestras damitas mas distinguidas dentro de los circulos sociales en San Jose y quien goza de inumerables amistades por su fino trato y laboriosa personalidad y quien en el año 1956 obtuvo el titulo de REPORTERA SOBRESALIENTE de EXCENTRICO durante el Banquete del 7to. Aniversario de esta publicacion que se celebro en el HAWAIIAN GARDENS de esta ciudad de San Jose, es la Sta. SOLEDAD SEPULVEDA quien cumpliera años el MARTES 11 de Febrero 1958.

Lo lamentamos pero completamente se nos olvido preguntarle CUANTOS...? Pero tenemos la completa seguridad que nos dira para asi publicarlo en la siguiente edicion. Verdad....CHOLE?

Ya hace como dos meses que no tenemos el gusto de publicar la plana SAN JOSE AL DIA por la Sta. Sepulveda debido a que Soledad tiene unos proyectos Intelectuales que le han completamente abarcado todo su tiempo, resumira su labor en la edicion de EASTER.



HOLLYWOOD FURNITURE Co

"The Store of the Stars"

NATE, RACHEL MIRON y BILL ESCOBEDO demuestran lo agusto que se duerme en estos BUNK BEDS que ofrece esta Muebleria incluyendo colchones por solamente..... $69.50

MUEBLES para TRES CUARTOS
Recamara - Comedor - Dinette.... $149.00
(puede obtenerlos por separado)

NADA de ENTRE Muchos MESES para PAGAR

1525 E. Santa Clara St.



Sociales - Personales



MARIA de la LUZ SANCHEZ

JUNTA GUADALUPANA

Con la debida oportunidad, los dirigentes de la gran confederacion GUADALUPANA que con tanto exito celebro su Primera GRAN FIESTA el 12 de Octubre del año proximo pasado, han dirigido circulares a los respectivos delegados de los diferentes grupos Guadalupanos de la Arquidocesis de San Francisco para darles a saber que la proxima junta de delegados sera D.M. el Sabado 22 del actual a la una de la tarde en la Iglesia de SANTA MARIA de Oakland, Calif. En dichos circulares, viene la lista de acuerdos que habran de tomarse, siendo la parte medular de todos ellos, la definitiva eleccion e instalacion de oficiales del Comite Central de la Federacion y el reporte de la Tesorera Provicional, Sra. Maria de la Luz Sanchez.

Se encarece a todos los grupos Guadalupanos la PUNTUAL ASISTENCIA a esta Asamblea de cuyos resultados informaremos en proximas ediciones.

CLASES DE INGLES

Muy contentas se encuentran las Señoras que integran el Progresista CLUB INTERNACIONAL de MUJERES (Woodrow Wilson Neighbors) que con tanto acierta dirige su entusiasta Directora la maestra AGNES BALDOCK porque entre sus nuevas actividades figura el estudio de INGLES BASICO, y el Baile. De acuerdo con el Departamento de Educacion para Adultos las CLASES de Tan Importante IDIOMA, seran impartidas los dias:

LUNES - MARTES - MIERCOLES - JUEVES.

Dando Principio a las 6:45 P.M.
Escuela WOODROW WILSON.

CLASES de CIUDADANIA
Los LUNES y MIERCOLES.

TIRE OUTLET

Llantas Nuevas y Usadas

FLATS.....49c

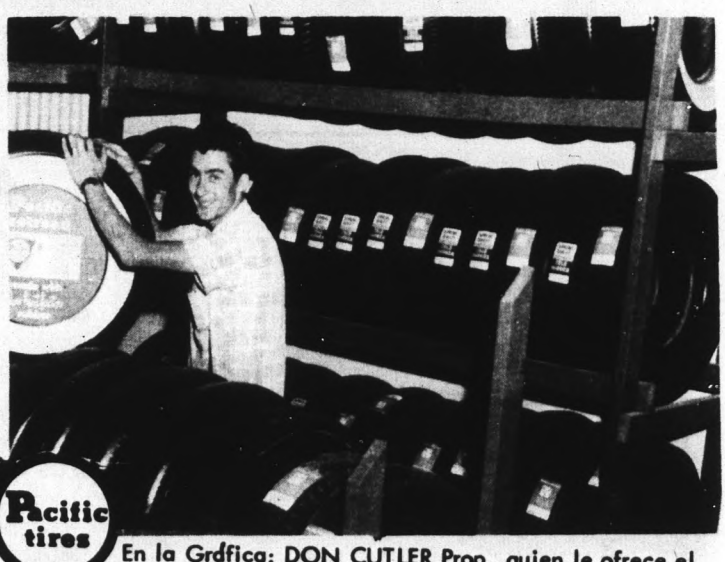
BALANCE de RUEDAS.....99c

En este expendio de llantas nuevas y usadas se ofrece un servicio rapido y económico, por lo que no nos cabe la menor duda de que es el MEJOR lugar para comprar las llantas para su automóvil.

LLANTAS RECAPS.....$5.95
LLANTAS USADAS.....$3.95
LLANTAS (Side wall)full caps.....$8.95

Lalo Caballero y Pedro Valente Recomiendan este lugar.

* Llantas nuevas 670 x 15 $9.95 *



En la Grdfica: DON CUTLER Prop. quien le ofrece el mejor trato si Ud. necesita LLANTAS par su carro. ELEAZAR MORALES y Don lo atenderán en Español.

Distribuidores de las famosas Llantas PACIFIC.

NADA de ENTRE

CL 8-1639 **2250 Alum Rock Ave.**

El Domingo 2 de Febrero de 1958 a las dos de la arde en la Iglesia St. Mary's de Gilroy, California unieron sus destinos la Sta. Esther Josephine Herman con el joven Refugio M. Reyes. Despues de la ceremonia religiosa fueron agasajados con una alegre recepcion en el I.D.E.S. Hall en Pacheco Pass Road de la misma ciudad de Gilroy a la cual asistieron mas de 350 invitados Hubo Banquete y Baile.

Despues de la recepcion pasaron su luna de miel en LAKE TAHOE estableciendo residencia en Gilroy. En la grafica: Padres de la Novia Mr. and Mrs. Frank Herman y los novios Josephine y Refugio Reyes.

Reyes - Herman

GILROY, CALIF.



FOTOGRAFIA HERNANDEZ
(LEITER)

See Audrey's BACK ROOM! why?

YOU DO NOT HAVE TO ORDER. WE HAVE A large selection available onhand of FORMALS

SHORT & LONG FOR CLUB & BRIDAL PARTIES

priced from $16.95 up

Generous selection of Sample WEDDING DRESSES

Prices



Trajes para La Novia - Corte Cocktail

AUDRY está celebrando una GRAN VENTA de LIMPIA para reducir su INVENTARIO ofreciendo excelentes GANGAS y como si esto no fuera suficiente presente este ANUNCIO y le rebajarán $5.00 en los trajes marcados a $16.95.

Audrey's

70 West San Antonio St

La Internacional

Tienda de Abarrotes

Tortillas de Harina 30c Doz.

ACABADITAS de HACER

TORTILLAS de MAIZ

3 Docenas 50c

Abarrotes en General.



CL 8-4702 **1730 Alum Rock Ave.**

TOWER *Barber Shop*

Corte de Pelo

$1.25



ABIERTA Los DOMINGOS

Mike Diaz, Prop.

3 S. Market St. **San Jose**



How About That...

CLUB VENUS.....

DOLORES COCA
GLORIA PORRAS

HI EVERYONE,
Here we are again with the everlasting whirl of gossip buzzing in and out of our ears. Gossip, Gossip, Gossip what would anyone ever do without it.

BE ON THE LOOKOUT for your mailman bringing an invitation to our coming anniversary party! We don't know where it's going to be, or what time it'll be, but it's going to be a M-A-A-A-D BALL!!!!!

FANS: We received a phone call saying The ever-famous ESTHER MEDINA made a slight error in her last column. It was only the 2nd time they were escourted out, and not the 4th!!(Don't forget, Esther, nothing but the truth, THAT'S THE MOTTO!!!!)

GLORY HOUND, Rudy Belloumini always seems to end up getting the wrong kind of publicity. Mr. Davilla & Mr. Alvarado had nothing to do whatsoever with 'Los Compadres' Food Drive. That was a slight mistake on Rudy's part. MISTAKE????

CLUB RIVIERA: It seems a certain bashful boy threatened to hate us for life if we so much as mentioned his name in connection with the initiation at Club Riviera's party Saturday, February 8th. We guess it was a bit embarrasing for you, but we thought it was so sweet, you all looked so cute dancing cheek to check with each other....anyway we know you enjoyed the party along with everyone else, CHARLIE, Opps!!!

THE RAINBOW was really packed at the presentation of Chico Ochoa. Everyone seemed to have showed up in their slickest fee fee's....Just for a laugh.... we overheard, (and we mean Overheard) someone exclaim (and we quote) ''Gee everyone's here, they even let a Zebra in, and with a bareback too!!(now that wasn't nice, girls, was it??) But all in all, the dance was really great.

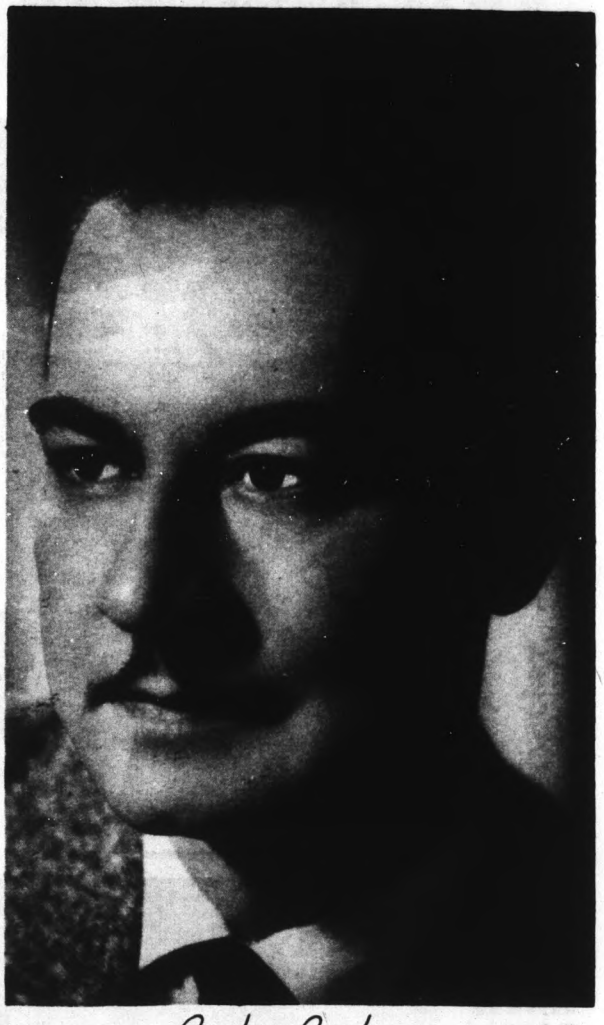
VALENTINE'S CAME and went with a big whirl of parties and dances.....The Valentine's dance at the Civic was real sharp, with BEE BEE KING putting on quite a good show and fine music....It looked like DELLA MAES, BECKY MEDINA, SYLVIA MARTINEZ, DANNA JIMENEZ, OLGA ZAMARRIPA AND NASH PINION (who make a cutecouple) were all having a wonderful time.....You Betchum!!!!!!

THE DEL MAR AND CUAUHTEMOC parties also had a big turn out, with all the usual crazy times they always have.....While Club Zanzaree's party, the following night was a big Smash!!!! and the food was -deee-lish (Who made it Connie-La Mayordona)

Hasta Luego,

GLORIA & DOLORES

SERENATA NOCTURNAL



Carlos Graham

En sus programas difundidos desde la Estación Radio Difusora KEEN (5000 WATTS) ESCUCHELO

LUNES a VIERNES de 7 a 9:00 p.m.
SABADOS de 7:00 p.m. a 8:30 p.m.

CARLOS GRAHAM hace derroche de su Talento Artístico y poético en SERENATA NOCTURNAL.

radio KEEN
1370 KLC



MADAM Zora
ADIVINADORA



Tráigame sus problemas o apuros yo se los solucionaré. Millares de personas han encontrado la felicidad.

AMOR, MATRIMONIO, TRABAJO
NEGOCIO, ENFERMO

CY 5-6210 144 S. 2nd. St.



Fotografia HERNANDEZ

LEITER STUDIO

Fotógrafo de Fotografías Finas

MATRIMONIOS
NIÑOS COMERCIAL

CYpress 3-3343 255 S. 1st St.

M. A. Hernández San Jose, California



Sociedad

Engalana las planas de EXCENTRICO la encantadora y sonriente faz de esta exhuberante dama cuyo nombre es NELVA FERNANDEZ originaria de Del Rio, Texas (Way Out Thea Padna) habiendo residido en esta por los pasados dos años. Su padre es el Sr. Samuel Fernandez y su abuelita la Sra. Maria A. Salazar. Nelva presto sus servicios como Cajera en la popular tienda RED FRONT SURPLUS en esta ciudad, y es lamentable pero Nelva acaba de salir de esta con rumbo a Fresno, California donde atendera una escuela para ENFERMERAS ya que siempre ha sido la ambicion de su vida esta carrera. (Verdad que hasta ganas le dan a uno de enfermarse?)

EXITOS en tu CARRERA.....NELVA.



EN ESPECIAL
ZAPATOS.....$2.98
BOTAS-ZAPATOS para salir
ZAPATOS para el trabajo
PINTURA..... 98¢ gal.
para adentro-afuera con GARANTIA Absoluta.
AHORRE hasta el 50%, los PRECIOS MAS BAJOS.
Jimmy Lozano y Pete Reyes lo atenderan en español.

RED FRONT
Surplus

CY 7-1764 **434 S. First St.**

INTERESTING

Places and Things



Humberto Garcia, Jr.

THE PALO ALTO (Cement Ship) is located in Capitola a short distance from Santa Cruz about 4 miles, on the Santa Cruz - Watsonville FREEWAY. The location is called SEA CLIFF it is a Park operated by the State. Swimming, Fishing and Picnic facilities are available.

THE STORY OF THE OLD SHIP "THE PALO ALTO"

About 1916 during the First World War, two cement Ships were built in the Oakland Estuary. They were called the "PERALTA" and the "PALO ALTO". The two ships were built and completely outfitted by the government to serve as supply ships. The war ended before they could make their maiden voyage, after launching in 1919.

The "PERALTA" was taken over by private interests and operated as a reduction boat for the fishing industry both in Monterey Bay and in Alaskan waters. It has been reported that after many years of such use she broke up on the rocks along the Aleutians.

The "PALO ALTO" remained in the estuary for a time and the government stripped her down when it was finally decided not to use her.

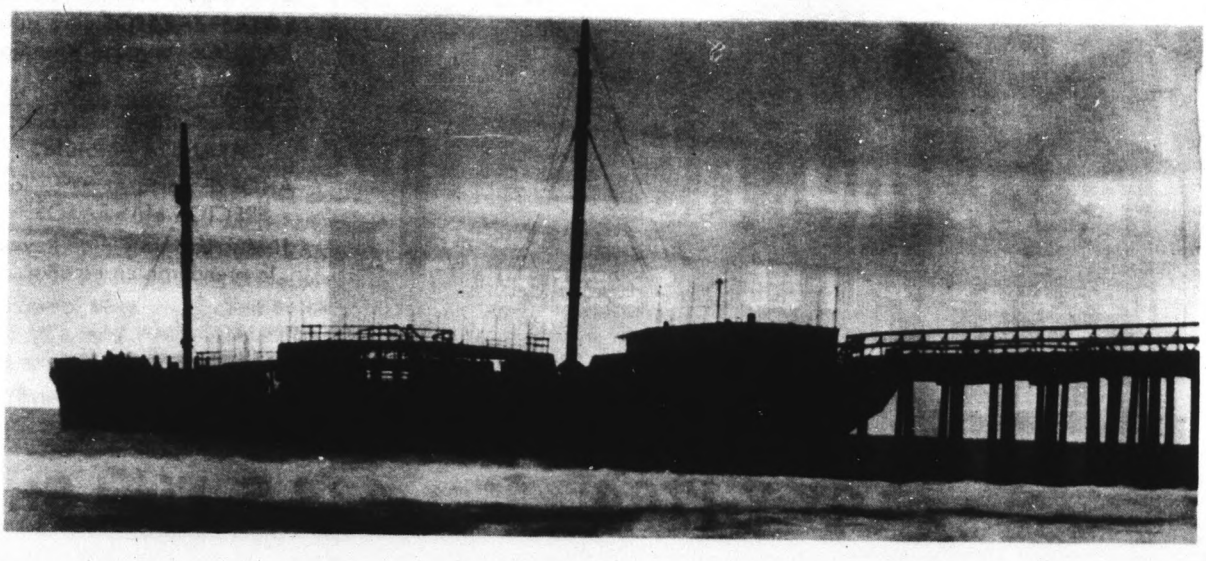
The Cal-Nevada Stock Co. saw the possibilities in making an amusement and fishing boat out of her, and she was towed by a Red Stock tug to her present location in 1929.

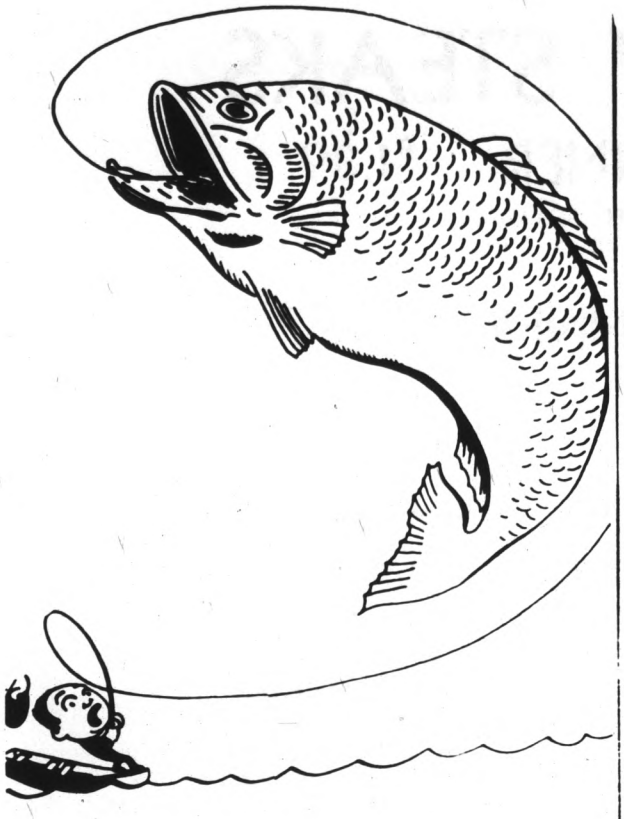
So the "PALO ALTO" had reached the end of her seagoing life, for after she was placed properly in line with the end of the pier, her seacocks were opened and she settled on the ocean bottom as waters flooded her holds.

After months of construction, a new pier was finished the ship was revamped and both were ready for use by summer. There was a dance floor on the main deck and a cafe in the superstructure. A series of carnival concessions were fitted out on the after deck. People flocked from miles around to enjoy the new fun boat and fishing pier. The ship was operated in this fashion for several seasons, then given up as a bright spot, her deck stripped, and the pier and ship were both used for fishing purposes only.

The surrounding area, including the pier and ship, was taken over in the early 1930's by the state and operated as a State Beach Park.

The "PALO ALTO" showed a tiny break following the first storm after her demise as a gay concession, and really began to break as the heavy storm continued. The rough weather in 1939 finally caused her back to break, and she settled heavily onto the sandstone bottom of the bay, and never moved again. Occasionally a huge wave will cause her to sway to and fro, but she remains in this last resting place.





A GANGWAY was built across the GAP to connect the two sections of the ship, and so to this day it is a ship to delight visitors and fishermen the year around.

In 1957, for the first time in over 25 years her upper deck is again open, this time exclusively for use by the Gull and Fisherman.

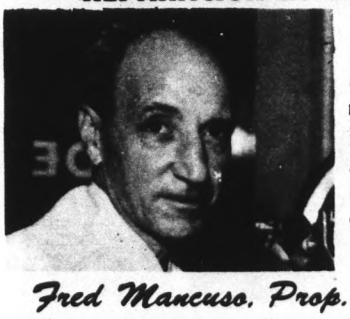
Her water filled holds are the home of marine life, including several varieties of rare fish. From her decks are caught at different times during the year: Perch, Jack Smelt, Bocachica (Tom Cod) Sole, Flounder Sand Dales, Ling Cod, Cabezone and an occasional Salmon or Steelhead.

The PALO ALTO is 435 ft. long and 7500 Ton Capacity

Los establecimientos que anunciamos son de responsabilidad

San Fernando Shoe Repairing

REPARACION de CALZADO

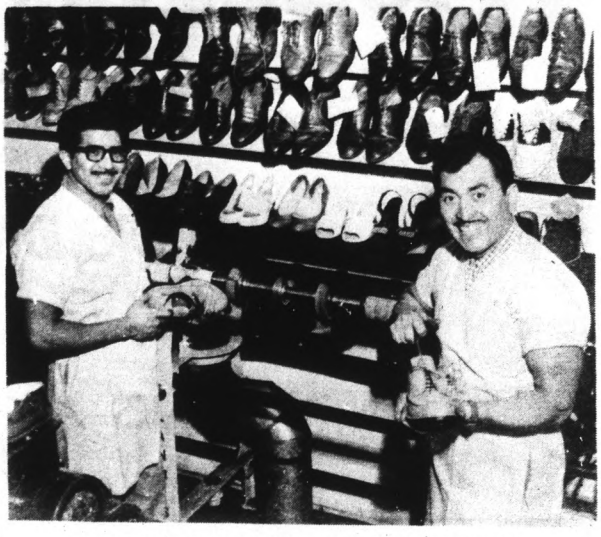


Lleve su CALZADO a la Zapatería San Fernando donde se lo dejaran como nuevo. Absoluta GARANTIA'!! FEDERICO lo atendera con todo esmero.

Fred Mancuso, Prop.
73 E. San Fernando St.

CY 5-9705
San Jose

Lalo's SHOE REPAIR



TODO TRABAJO GARANTIZADO

En la Grafica: El popular TOMMY MUÑOZ quien presta sus servicios en esta acreditada ZAPATERIA y su propietario LALO RODRIGUEZ quien le aseguramos le dejaran su CALZADO como NUEVO.

NUEVO numero de TELEFONO: CL 1-2268

Lalo Rodriguez, Prop.

1510 E. Santa Clara St.

1610 N. 4th St. Near Bayshore CY7-4740

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9-Piece **Bedroom Group** **69.00**

9-Piece **Living Room Group** **69.00**

5-Piece Wrought Iron **Dinette Group** **34.50**

Only Few Left From Our Special Purchase Sale

3-Room Group Complete **149.00**

9-Pcs. Bedroom
9-Pcs. Living Room—
5-Pcs. Dinette—ONLY

4-Drawer Chest 14.95	9 x 12 Linoleum 4.49	Occasional Chair 9.88

NO DOWN PAYMENT E-Z TERMS
GUARANTEED USED TV — AT LOW PRICES
*THIS AD ENTITLES YOU TO A FREE GIFT — BRING IT WITH YOU!

BENNY ROMERO y JORGE
Lo atenderan en Español

West's Largest Room Group Outfitters

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JULIAN IV STEAKS

STEAK DINNER $1.39

SALAD, BAKED POTATOE
GARLIC BREAD & CHILI

CHILD'S DINNER .49c

APPLE SAUCE, GROUND BEEF, FRENCH FRIES & GARLIC BREAD.

JULIAN IV STEAKS At The Burger bar

FOURTH & JULIAN SAN JOSE



Cumpleaños

Adorna nuestro ALBUM INFANTIL este primoroso y rebosante de salud niño cuyo nombre es JOSE RUBEN CONSTANCIO quien cumpliera su primer AÑO de vida el dia 7 de Febrero 1958. Jose Ruben nacio en Del Rio, Texas encontrandose en la presente de visita con sus abuelitos los esposos Pablo y Esperanza V. de Zertuche (disfrutando de unas vacaciones) en compañia de sus padres: Manuel y Carmen Constancio.

Tambien vino su hermanito Manuel Constancio quien fue el organizador del "PARTY" que le dieron a JOSE RUBEN con motivo de su cumpleaños el dia 7 de Febrero en casa de su abuelitos los esposos Zertuche.

Parece que RUBEN lleva posibilidades de publicista pues ya desde ahorita le gusta la maquina de escribir.

FELIZ CUMPLEAÑOS .....RUBENCITO.

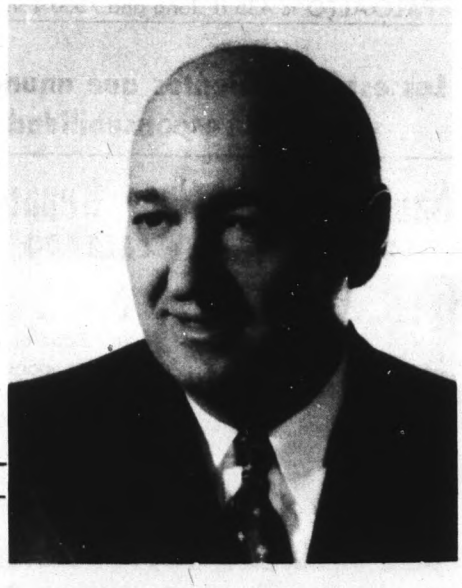
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NOTARIO PUBLICO

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RADIO **KIBE**



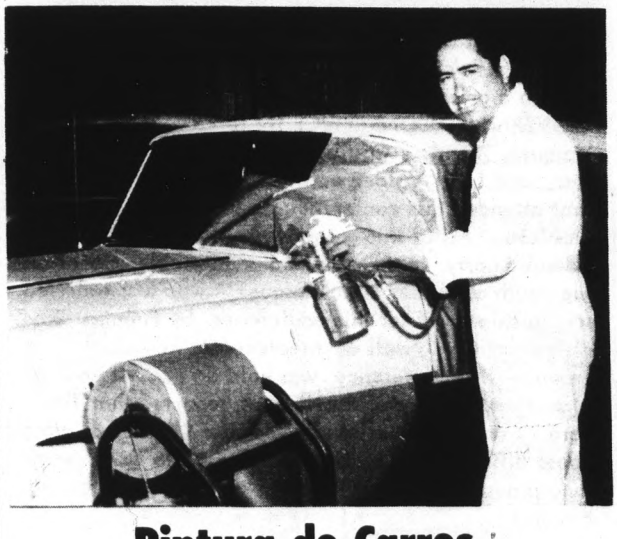


ESCUCHE UD. a JOSE J. ALVARADO transmitir sus PROGRAMAS de RADIO diariamente desde sus oficinas ESTUDIOS que se localizan en el 135 Calle Post con Telefono CY 7-1275

HORARIO DE PROGRAMAS:

LUNES a VIERNES de 5:00 a 5:45 por la tarde
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Club Riviera

"It Really Happened"

Phil Hernandez

THE ELEVENTH ANNUAL FOOD DRIVE so far has been very much successful. All of the organizations and the clubs have worked together fine. Cooperation of these groups as they are doing, will insure an aid to these families in Santa Clara Valley.

IN OUR RECENT MEETINGS, chairmen for our different committees were chosen. Esther Medina is the chairman of the Arrangements like the movie and talent show at the Liberty Theatre on Saturday morning Feb. 22 at 9:00. Admission being only one can of food. Isaias (Friday) Aguilera is in -charge of talent with Gil Solarez and Joe Rodriguez as his assistants. Benny Romero, the president of Club Del Mar is chairman of the dance held Sunday afternoon at the I E S Hall in East San Jose on Feb. 23. Admission to this afternoon dance is one can of food. Dancing will start at 2:00 p.m.

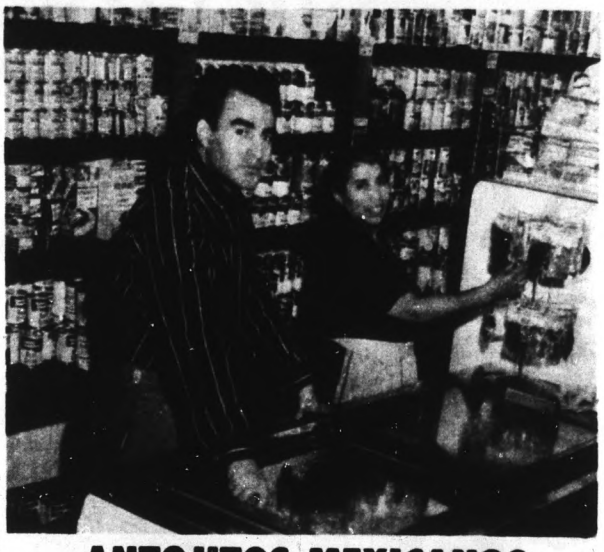
TALENT FOR THE MOVIE AND SHOW on Saturday morning will be local talent Los Cuervos, a ventrilaquist act by Louis Valdez, a song or dances by Club Genie, Club Venus, Club Zanzaree, and Club Del Mar. Many other acts will be in store from individuals Herb Martin will be Master of Ceremonies. Herb has been on service organizations for the past few years & will do a great job as M, C, --

GOVERNORS CONFERNCE IN SACRAMENTO: Dee Vasquez, Theodora Castro, Charles Castro, Ralph Benitez, and Louis Valdez were among those of California that attended this conference on the subject of youth problems. All of this group was complimented on their splendid party in the discussions of problems confronting youth of today. Dee Vasquez, who was awarded scholorship funds for this conference by Puentes Bros! did exceptionally well as recorder for her discussion group. This conference was held on Feb. 11 and 12th Mrs. Ryan, advisor of the Hi-Spot, reported that Theodora Castro did outstanding in her work shop group These different delegations break up into many workshop groups, each one discussing an individual teenage Problem.

MRS. GOBEL CITIZEN OF THE YEAR and the American Friends Service Committee was a great aid to these delegates by way of transportation and rooming. The Community Service Organization donated funds for Ralph Benitez and Charles Castro.

NEW MEMBERS IN OUR CLUB are Ralph Jacobo, hailing from Willow Glen, Eddie Hernandez, James Lick, and Jess ViaSenor who is locally employed. These new members are a great credit to our cluband we are proud to have them.

Garden Spot GROCERY



ANTOJITOS MEXICANOS

PRUEBE los deliciosos TAMALES que ofrece esta Tienda todos los SABADOS y DOMINGOS. (Son Deliciosos).

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Sixto Valenzuela y la Sra. Ignacia Vera lo atenderan.

Sra. Ignacia Vera, Prop.

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BLANCA ALVARADO les recuerda que ya esta aqui otra vez el tiempo de arreglar sus papeles de INCOME - TAX Estando como siempre a sus ORDENES.

INCOME - TAX



HORAS de OFICINA:
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P. O. BOX 1151
SAN JOSE 8, CALIFORNIA







Pagina Literaria

Ma. De La Luz Sanchez

FERNANDO DE HERRERA.- Nació en Sevilla, en cuya catedral fué bautizado en 1534, y murió en la misma ciudad en 1597. Fué poeta de vastísima erudición y privilegiado talento, superior en inspiración y grandeza a todos los poetas líricos de su tiempo. Se le considera como el fundador de la gran escuela poética sevillana que tanta honra ha dado y sigue dando al parnaso español.

Con harta razón sus contemporáneos le dieron el nombre de el Divino, glorioso apellido que la posteridad le ha confirmado. Y efectivamente, Herrera realzó el lenguaje poético dándole elegancia y delicadeza, al par que sonoridad robustéz y grandeza. Eligió con frecuencia asuntos altísimos y patrióticos que supo tratar con extraordinarios dotes. Sus odas más notables son: A Don Juan de Austria, A la Victoria de Lepanto, A la Pérdida del Rey Don Sebastián y al sueño. A sus numerosas odas romances y elegías debemos añadir a las obras que no se han perdido, Anotaciones a Garailaso y la Vida de Tomás Moro.

A LA PERDIDA DEL REY DON SEBASTIAN

Voz de dolor y canto de gemido,
Y espíritu de miedo envuelto en ira,
Hagan principio acerbo a la memoria
De aguel día fatal, aborrecido
Que Lusitania mísera suspira,
Desnuda de valor, falta de gloria;
Y la llorosa historia
Asombre con horror funesto y triste
Desde el áfrico Atlante y seno ardiente
Hasta do el mar de otro color se viste,
Y do el límite rojo del oriente
Y todas sus vencidas gentes fieras
Ven tremolar de Cristo las banderas.

LOS ARGENSOLA.

Lupercio Leonardo de Argensola (1563-1613) y su hermano Bartolomé Leonardo de Argensola (1564-1631) apellidados los Horacios españoles, nacieron en Barbastro y fueron dos escritores distinguidos de gusto acrisolado e ilustración poco común. Ambos hablaban el castellano tan puramente que el gran Lope de Vega dijo de ellos: Los Argensola vinieron a Castilla desde Aragón a enseñar el castellano.

Lupercio fue sucesivamente secretario del duque de Villahermosa, de la emperatríz viuda Doña María de Austria y del conde de Lemos virrey de Nápoles. Contaba apenas veinte años cuando escribió las tragedias Filis, Isabela y Alejandra, que fueron muy aplaudidas: pero su reputación es debida principalmente a las Odas, Epístolas, Sátiras y Sonetos. Bartolomé abrazó la carrera eclesiástica y fué rector de Villahermosa capellán de la Emperatríz y por último canónigo de Zaragoza y cronista de Aragón. Gozó de gran renombre literario, por la correción y propiedad de su lenguaje. Escribió Odas, Canciones, Redondillas, Sátiras y Sonetos, así como la Conquista de las Molucas y unos Anales de Aragon.

De Lupercio es este precioso soneto:

EL TRABAJO.

Vuelve del campo el labrador cansado,
Y mientras se restaura en facil cena,
Para nuevo trabajo se condena,
Que el venidero sol quedó obligado.
Cuando descansa en el rincón su arado,
Con hoz la vid sin pámpanos cercena;
Siega la mies y la vendimia ordena,
Y luego al yugo vuelve, ya olvidado
Es el trabajo propio a los mortales,
En el cual los alivia la esperanza
Con premio que a trabajo nuevo llama.
Así pasan los bienes por los males,
Así sustenta al mundo la mudanza,
Y así es tirano en el, quien la desama.

ALONSO DE ERCILLA es un magnifico autor de sonoras Octavas reales. He aqui la primera de ellas.

SUPLICIO DE CAUPOLICAN.

Descalzo, destocado, a pie, desnudo,
Dos pezadas cadenas arrastrando,
Con una soga al cuello y grueso nudo,
De la cual el verdugo iba tirando,
Cercado en torno de armas y el menudo
Pueblo detras, mirando y remirando
Si era posible aquello que pasaba,
Que visto por los ojos, aun dudaba.

11th ANNUAL UNITED FOOD DRIVE

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DANCE Rodriguez-Caudillo Orchs.

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15 AÑOS de Experiencia

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Lena Manriquez

HORAS DE OFICINA:

LUNES - MARTES - MIERCOLES - JUEVES - VIERNES

9:00 A.M. a 4:30 P.M.

Por las NOCHES y SABADOS (Con CITA)

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Miercoles 26 de Febrero

